



# Market Profile

2800 Fort Campbell Blvd, Hopkinsville, Kentucky, 42240 3  
 2800 Fort Campbell Blvd, Hopkinsville, Kentucky, 42240  
 Rings: 10, 20, 30 mile radii

Prepared by Esri  
 Latitude: 36.84042  
 Longitude: -87.48204

	10 miles	20 miles	30 miles
<b>Population Summary</b>			
2000 Total Population	42,206	140,459	264,375
2010 Total Population	44,776	167,392	304,642
2016 Total Population	46,936	185,863	334,509
2016 Group Quarters	1,485	6,849	9,595
2021 Total Population	48,168	201,039	360,197
2016-2021 Annual Rate	0.52%	1.58%	1.49%
<b>Household Summary</b>			
2000 Households	16,630	47,952	96,293
2000 Average Household Size	2.46	2.75	2.63
2010 Households	17,852	59,383	113,168
2010 Average Household Size	2.42	2.70	2.61
2016 Households	18,581	65,316	123,188
2016 Average Household Size	2.45	2.74	2.64
2021 Households	18,983	70,321	132,092
2021 Average Household Size	2.46	2.76	2.65
2016-2021 Annual Rate	0.43%	1.49%	1.41%
2010 Families	11,801	43,125	80,284
2010 Average Family Size	2.99	3.17	3.09
2016 Families	12,116	47,026	86,441
2016 Average Family Size	3.03	3.23	3.13
2021 Families	12,297	50,453	92,200
2021 Average Family Size	3.05	3.25	3.16
2016-2021 Annual Rate	0.30%	1.42%	1.30%
<b>Housing Unit Summary</b>			
2000 Housing Units	18,128	52,073	106,596
Owner Occupied Housing Units	57.3%	54.4%	58.6%
Renter Occupied Housing Units	34.4%	37.7%	31.8%
Vacant Housing Units	8.3%	7.9%	9.7%
2010 Housing Units	19,915	66,095	128,007
Owner Occupied Housing Units	52.6%	51.7%	55.5%
Renter Occupied Housing Units	37.0%	38.2%	32.9%
Vacant Housing Units	10.4%	10.2%	11.6%
2016 Housing Units	21,023	73,364	140,246
Owner Occupied Housing Units	48.3%	48.1%	52.1%
Renter Occupied Housing Units	40.1%	41.0%	35.8%
Vacant Housing Units	11.6%	11.0%	12.2%
2021 Housing Units	21,631	79,110	150,367
Owner Occupied Housing Units	48.0%	48.0%	51.9%
Renter Occupied Housing Units	39.8%	40.9%	35.9%
Vacant Housing Units	12.2%	11.1%	12.2%
<b>Median Household Income</b>			
2016	\$39,309	\$45,231	\$45,125
2021	\$39,775	\$51,337	\$51,116
<b>Median Home Value</b>			
2016	\$121,261	\$127,296	\$132,335
2021	\$158,268	\$157,110	\$165,814
<b>Per Capita Income</b>			
2016	\$22,400	\$20,674	\$21,837
2021	\$24,318	\$22,551	\$23,820
<b>Median Age</b>			
2010	36.8	28.3	31.5
2016	37.7	29.7	32.6
2021	38.6	30.3	33.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	18,581	65,314	123,186
<\$15,000	17.3%	14.1%	15.3%
\$15,000 - \$24,999	14.6%	10.8%	11.4%
\$25,000 - \$34,999	12.4%	12.4%	11.7%
\$35,000 - \$49,999	15.8%	17.0%	15.7%
\$50,000 - \$74,999	17.7%	21.3%	20.5%
\$75,000 - \$99,999	9.2%	12.1%	11.8%
\$100,000 - \$149,999	8.8%	9.0%	9.7%
\$150,000 - \$199,999	2.1%	2.1%	2.5%
\$200,000+	2.2%	1.3%	1.5%
Average Household Income	\$55,018	\$56,534	\$57,608
<b>2021 Households by Income</b>			
Household Income Base	18,983	70,319	132,090
<\$15,000	17.5%	13.9%	15.1%
\$15,000 - \$24,999	13.8%	11.0%	11.6%
\$25,000 - \$34,999	14.6%	11.6%	10.1%
\$35,000 - \$49,999	10.7%	11.6%	11.7%
\$50,000 - \$74,999	17.4%	22.7%	21.5%
\$75,000 - \$99,999	9.7%	13.7%	13.3%
\$100,000 - \$149,999	10.8%	11.3%	11.9%
\$150,000 - \$199,999	2.9%	2.7%	3.1%
\$200,000+	2.6%	1.5%	1.8%
Average Household Income	\$60,170	\$62,338	\$63,370
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	10,161	35,246	73,003
<\$50,000	15.3%	10.6%	11.7%
\$50,000 - \$99,999	27.1%	24.2%	22.8%
\$100,000 - \$149,999	17.8%	27.9%	23.9%
\$150,000 - \$199,999	18.1%	20.8%	18.3%
\$200,000 - \$249,999	6.3%	7.2%	8.5%
\$250,000 - \$299,999	2.7%	2.8%	5.4%
\$300,000 - \$399,999	8.0%	4.1%	5.1%
\$400,000 - \$499,999	2.6%	1.2%	1.9%
\$500,000 - \$749,999	1.5%	0.8%	1.6%
\$750,000 - \$999,999	0.3%	0.4%	0.4%
\$1,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$153,887	\$145,182	\$159,803
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	10,375	37,970	78,077
<\$50,000	11.5%	7.6%	8.8%
\$50,000 - \$99,999	21.2%	16.7%	15.0%
\$100,000 - \$149,999	14.7%	22.2%	19.3%
\$150,000 - \$199,999	16.0%	24.6%	21.6%
\$200,000 - \$249,999	8.1%	11.7%	13.0%
\$250,000 - \$299,999	6.3%	6.2%	9.4%
\$300,000 - \$399,999	15.8%	7.6%	7.4%
\$400,000 - \$499,999	4.1%	1.9%	2.5%
\$500,000 - \$749,999	1.8%	1.1%	2.1%
\$750,000 - \$999,999	0.5%	0.4%	0.5%
\$1,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$190,565	\$175,059	\$188,329

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	44,775	167,388	304,643
0 - 4	7.6%	10.2%	8.6%
5 - 9	7.1%	8.4%	7.6%
10 - 14	6.7%	7.2%	7.0%
15 - 24	13.2%	17.3%	16.0%
25 - 34	13.2%	18.2%	15.8%
35 - 44	12.3%	12.4%	12.8%
45 - 54	13.8%	10.6%	12.4%
55 - 64	11.9%	7.6%	9.6%
65 - 74	7.4%	4.6%	5.9%
75 - 84	4.9%	2.5%	3.2%
85 +	1.9%	0.8%	1.1%
18 +	74.5%	70.2%	72.7%
<b>2016 Population by Age</b>			
Total	46,937	185,861	334,509
0 - 4	7.1%	9.7%	8.2%
5 - 9	7.0%	8.8%	7.7%
10 - 14	6.8%	7.3%	6.9%
15 - 24	12.2%	14.9%	14.1%
25 - 34	13.5%	19.1%	16.8%
35 - 44	12.1%	13.0%	12.8%
45 - 54	12.6%	10.0%	11.4%
55 - 64	12.7%	8.3%	10.4%
65 - 74	8.8%	5.4%	7.0%
75 - 84	4.9%	2.6%	3.4%
85 +	2.2%	0.9%	1.2%
18 +	75.4%	70.6%	73.5%
<b>2021 Population by Age</b>			
Total	48,170	201,039	360,196
0 - 4	6.8%	9.6%	8.1%
5 - 9	6.8%	8.7%	7.6%
10 - 14	7.1%	7.9%	7.3%
15 - 24	11.9%	14.4%	13.5%
25 - 34	12.6%	17.9%	16.0%
35 - 44	12.8%	14.6%	13.9%
45 - 54	11.4%	9.1%	10.5%
55 - 64	12.6%	8.2%	10.3%
65 - 74	10.2%	5.8%	7.8%
75 - 84	5.4%	2.8%	3.8%
85 +	2.3%	1.0%	1.3%
18 +	75.4%	69.9%	73.3%
<b>2010 Population by Sex</b>			
Males	21,406	83,419	150,370
Females	23,370	83,973	154,272
<b>2016 Population by Sex</b>			
Males	22,570	92,563	165,171
Females	24,366	93,299	169,338
<b>2021 Population by Sex</b>			
Males	23,311	100,083	177,896
Females	24,857	100,956	182,301

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<b>2010 Population by Race/Ethnicity</b>			
Total	44,777	167,392	304,642
White Alone	69.5%	68.5%	75.1%
Black Alone	25.7%	21.8%	17.1%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	0.9%	1.7%	1.5%
Pacific Islander Alone	0.1%	0.5%	0.3%
Some Other Race Alone	1.2%	2.5%	2.0%
Two or More Races	2.3%	4.3%	3.6%
Hispanic Origin	3.1%	8.3%	6.3%
Diversity Index	48.4	56.2	47.7
<b>2016 Population by Race/Ethnicity</b>			
Total	46,935	185,862	334,507
White Alone	67.7%	66.3%	73.1%
Black Alone	25.5%	21.8%	17.3%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	1.8%	2.4%	2.0%
Pacific Islander Alone	0.1%	0.5%	0.4%
Some Other Race Alone	1.6%	3.2%	2.5%
Two or More Races	2.9%	5.2%	4.3%
Hispanic Origin	4.5%	11.1%	8.5%
Diversity Index	52.2	60.8	52.4
<b>2021 Population by Race/Ethnicity</b>			
Total	48,168	201,039	360,198
White Alone	66.6%	64.5%	71.3%
Black Alone	25.0%	21.6%	17.4%
American Indian Alone	0.4%	0.7%	0.6%
Asian Alone	2.5%	2.9%	2.3%
Pacific Islander Alone	0.1%	0.6%	0.4%
Some Other Race Alone	1.8%	3.7%	2.9%
Two or More Races	3.5%	6.0%	5.0%
Hispanic Origin	5.8%	13.3%	10.3%
Diversity Index	54.9	64.4	56.0
<b>2010 Population by Relationship and Household Type</b>			
Total	44,776	167,392	304,642
In Households	96.7%	95.9%	96.9%
In Family Households	81.0%	83.9%	83.6%
Householder	26.4%	25.8%	26.4%
Spouse	17.7%	18.5%	19.2%
Child	31.6%	34.6%	32.7%
Other relative	3.0%	2.9%	3.0%
Nonrelative	2.3%	2.2%	2.3%
In Nonfamily Households	15.7%	12.0%	13.3%
In Group Quarters	3.3%	4.1%	3.1%
Institutionalized Population	2.8%	0.9%	1.0%
Noninstitutionalized Population	0.5%	3.2%	2.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2016 Population 25+ by Educational Attainment</b>			
Total	31,396	110,047	210,596
Less than 9th Grade	5.5%	4.2%	4.3%
9th - 12th Grade, No Diploma	8.5%	6.5%	6.9%
High School Graduate	27.0%	24.7%	26.4%
GED/Alternative Credential	7.1%	6.4%	6.8%
Some College, No Degree	24.9%	28.9%	26.1%
Associate Degree	9.1%	9.8%	8.9%
Bachelor's Degree	10.7%	13.4%	13.6%
Graduate/Professional Degree	7.1%	6.1%	7.1%
<b>2016 Population 15+ by Marital Status</b>			
Total	37,126	137,799	257,927
Never Married	29.5%	28.7%	27.3%
Married	50.1%	55.7%	55.6%
Widowed	7.9%	4.6%	5.4%
Divorced	12.6%	11.0%	11.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.7%	91.2%	91.8%
Civilian Unemployed	10.3%	8.8%	8.2%
<b>2016 Employed Population 16+ by Industry</b>			
Total	17,952	64,130	126,461
Agriculture/Mining	4.0%	2.6%	2.5%
Construction	4.3%	3.9%	5.2%
Manufacturing	19.1%	15.4%	14.5%
Wholesale Trade	1.5%	1.6%	1.5%
Retail Trade	14.4%	14.3%	13.0%
Transportation/Utilities	3.5%	4.5%	4.6%
Information	1.4%	1.3%	1.1%
Finance/Insurance/Real Estate	5.0%	4.1%	4.7%
Services	40.7%	43.0%	45.0%
Public Administration	6.0%	9.4%	8.0%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	17,951	64,129	126,462
White Collar	52.7%	52.4%	53.2%
Management/Business/Financial	11.7%	10.6%	10.9%
Professional	19.3%	17.9%	19.0%
Sales	10.6%	10.9%	10.2%
Administrative Support	11.2%	13.0%	13.0%
Services	17.3%	20.2%	19.2%
Blue Collar	30.0%	27.4%	27.5%
Farming/Forestry/Fishing	1.5%	1.0%	0.9%
Construction/Extraction	4.0%	3.6%	5.1%
Installation/Maintenance/Repair	2.6%	4.3%	4.1%
Production	14.3%	10.8%	9.7%
Transportation/Material Moving	7.5%	7.8%	7.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	44,776	167,392	304,642
Population Inside Urbanized Area	0.0%	57.2%	51.9%
Population Inside Urbanized Cluster	72.5%	21.1%	15.2%
Rural Population	27.5%	21.7%	32.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	17,851	59,382	113,168
Households with 1 Person	29.4%	22.6%	23.9%
Households with 2+ People	70.6%	77.4%	76.1%
Family Households	66.1%	72.6%	70.9%
Husband-wife Families	44.3%	52.0%	51.7%
With Related Children	18.3%	27.6%	24.7%
Other Family (No Spouse Present)	21.8%	20.6%	19.3%
Other Family with Male Householder	4.3%	4.5%	4.6%
With Related Children	2.5%	2.9%	2.9%
Other Family with Female Householder	17.5%	16.1%	14.7%
With Related Children	12.6%	12.6%	10.9%
Nonfamily Households	4.5%	4.8%	5.1%
All Households with Children	33.9%	43.7%	39.1%
Multigenerational Households	3.8%	4.1%	3.9%
Unmarried Partner Households	5.6%	5.6%	5.8%
Male-female	5.2%	5.0%	5.3%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	17,852	59,381	113,168
1 Person Household	29.4%	22.6%	23.9%
2 Person Household	33.3%	30.8%	33.0%
3 Person Household	16.9%	19.5%	18.5%
4 Person Household	12.1%	15.5%	14.3%
5 Person Household	5.2%	7.3%	6.5%
6 Person Household	1.8%	2.7%	2.4%
7 + Person Household	1.4%	1.6%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	17,852	59,383	113,168
Owner Occupied	58.7%	57.5%	62.8%
Owned with a Mortgage/Loan	37.6%	42.7%	43.6%
Owned Free and Clear	21.2%	14.8%	19.1%
Renter Occupied	41.3%	42.5%	37.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	19,915	66,095	128,007
Housing Units Inside Urbanized Area	0.0%	52.4%	48.4%
Housing Units Inside Urbanized Cluster	74.0%	24.4%	16.6%
Rural Housing Units	26.0%	23.2%	35.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Midlife Constants (5E)	Up and Coming Families	Up and Coming Families
<b>2.</b>	Hardscrabble Road (8G)	Bright Young Professionals	Bright Young Professionals
<b>3.</b>	Southern Satellites (10A)	Southern Satellites (10A)	Middleburg (4C)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$26,474,393	\$98,686,887	\$187,253,780
Average Spent	\$1,424.81	\$1,510.91	\$1,520.07
Spending Potential Index	71	75	75
Education: Total \$	\$17,646,964	\$62,311,730	\$117,818,020
Average Spent	\$949.73	\$954.00	\$956.41
Spending Potential Index	67	67	68
Entertainment/Recreation: Total \$	\$39,246,482	\$141,651,794	\$273,839,398
Average Spent	\$2,112.18	\$2,168.72	\$2,222.94
Spending Potential Index	72	74	76
Food at Home: Total \$	\$69,427,207	\$248,305,173	\$479,631,260
Average Spent	\$3,736.46	\$3,801.60	\$3,893.49
Spending Potential Index	75	76	78
Food Away from Home: Total \$	\$41,364,111	\$154,176,422	\$293,037,530
Average Spent	\$2,226.15	\$2,360.47	\$2,378.78
Spending Potential Index	72	76	77
Health Care: Total \$	\$74,489,591	\$254,359,404	\$503,636,072
Average Spent	\$4,008.91	\$3,894.29	\$4,088.35
Spending Potential Index	76	74	77
HH Furnishings & Equipment: Total \$	\$23,525,506	\$85,567,612	\$164,172,718
Average Spent	\$1,266.11	\$1,310.06	\$1,332.70
Spending Potential Index	72	74	75
Personal Care Products & Services: Total \$	\$9,670,314	\$35,093,475	\$67,622,651
Average Spent	\$520.44	\$537.29	\$548.94
Spending Potential Index	71	73	75
Shelter: Total \$	\$202,240,681	\$746,794,377	\$1,408,138,858
Average Spent	\$10,884.27	\$11,433.56	\$11,430.81
Spending Potential Index	70	73	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,070,502	\$109,861,955	\$216,021,685
Average Spent	\$1,725.98	\$1,682.01	\$1,753.59
Spending Potential Index	74	73	76
Travel: Total \$	\$23,395,760	\$84,743,607	\$162,813,226
Average Spent	\$1,259.12	\$1,297.44	\$1,321.66
Spending Potential Index	68	70	71
Vehicle Maintenance & Repairs: Total \$	\$14,185,376	\$50,685,941	\$98,512,299
Average Spent	\$763.43	\$776.01	\$799.69
Spending Potential Index	74	75	77

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.